



## Health Promotion

**Degree Offered:** Bachelor of Science

### Specializations:

- Community Health
- Complementary and Alternative Health
- Health and Fitness

### Discover the world of Health Promotion

- The goal of the Health Promotion program is to ensure that our graduates have a life-long commitment to maximizing health and wellness through a variety of careers. The field of healthcare is a growing marketing with numerous jobs in areas such as health education, prevention of chronic diseases and disabilities, administrative aspects of health care, holistic health and wellness, promotion of healthy lifestyles, and research in areas of disease trends.

### Experienced Faculty

- Our faculty come from a variety of health related fields and backgrounds. Each brings a unique view to the curriculum, which is designed to combine skill-based health studies with a strong background in the psychological, sociological, behavioral and business aspects of healthcare.

### Hands-on Opportunities:

- Through professional practicum experiences and participation in local and international health related community projects, Health Promotion students learn the practical skills necessary for careers in a variety of healthcare practices.

### Accelerated 4+1 Program

- BS Health Promotion / MPH Public Health - allows qualified students the opportunity to obtain two degrees in just five years. As the healthcare environment now focuses on health promotion and disease prevention in an integrated approach to education, research and care, Daemen students will be prepared to meet the demands as professionals in their field.

### *Where are recent graduates employed?*

- Team Leader, People Inc.
- Clinical Research Coordinator, University Pediatric Dentistry
- Nutrition and Wellness Educator, Cornell Cooperative Extension
- Community Manager, American Cancer Society

## Professional Concentrations:

**Community Health** – prepares students to pursue careers in staff and administration positions within government and not-profit organizations, hospitals, health insurance companies, wellness programs, mental health facilities, sports medicine facilities, long-term care facilities, and other health related institutions. Students can also prepare for graduate programs in Public Health including the MPH at Daemen College, Community Health Education, Healthcare Administration, and more.

**Complementary and Alternative Health** – prepares students for holistic health care careers in consultation, holistic health education, and program development, in a variety of areas related to complementary and alternative health. Students can also prepare for graduate programs in Acupuncture, Chiropractic, and Naturopathic medicine, or certificate based programs in massage therapy, homeopathic medicine and other areas.

**Health and Fitness** – prepares students for careers in fitness and wellness consultation, as personal trainers, health and fitness instructors, strength and conditioning coaches in a variety of settings such as health clinics, fitness centers, nursing homes, sports facilities, community centers and more. Students can also prepare for graduate programs in Athletic Training (including the MS in Athletic Training at Daemen College), Exercise Science or Physiology.

## Graduate School Preparation:

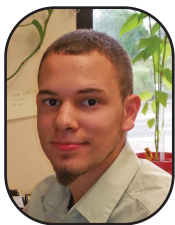
Within each professional concentration, students are well-prepared to enter graduate programs in Public Health, Community Health Education, Exercise Science, Athletic Training, Healthcare Administration, Acupuncture, Chiropractic and other holistic practices, and more.

## Additional Recent Graduates' Jobs:

Community Trainer, Planned Parenthood; Public Health Educator, Broome County Health Department; Corporate Wellness Specialist, Independent Health; Enrollment Officer, National Life Insurance, Case Management Assistant / Insurance Liaison at Memorial Sloan Kettering Cancer Center, Human Resources Manager, Invision Health Brain and Spine Center; Exercise Physiologist, University of Rochester Medical Center; Community Health Worker, Community Health Center of Buffalo; Case Coordinator, Evergreen Health Services; Club Owner, Lockport Athletic and Fitness Club

*did you  
know...*

Students complete a 120-hour professional practicum in their area of specialization, allowing for an extensive opportunity to gain skills and network in the field. Recent placements have included: Community Access Services, Buffalo Cardiology and Pulmonary Associates, Made 2 Move Fitness, Noyes Memorial Hospital, American Red Cross, Planned Parenthood of WNY, Roswell Park Cancer Institute, MedTel Outcomes, Independent Health Foundation, with private holistic health care practitioners, and more.



### Jesus DeJesus, New York Psychotherapy and Counseling Center, Case Manager

"I interned at New York Psychotherapy and Counseling Center (NYPCC). NYPCC is an outpatient mental health clinic that is recognized as one of the highest mental health organizations in the State of New York. Interning in this non-profit organization has been a rewarding learning experience. I am truly thankful for having the opportunity to apply what I learned throughout my undergraduate studies at Daemen College and being able to utilize it in the real world. With the support and guidance of my academic advisor, faculty members, and professors from the Health Promotion department, the transitioning process from student to health professional was a success. After the completion of my internship, I was offered a position as a case manager at two of the three mental health centers at NYPCC."

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